

**MINUTES OF THE REGULAR MEETING
OF THE
ECONOMIC DEVELOPMENT COMMITTEE**

Adopted Thursday, September 7, 2017

Thursday, August 3, 2017

6:00 p.m.

Lompoc City Council Chambers

ROLL CALL OF COMMITTEE MEMBERS:

Maria Hall, Committee Chair

Jeremy Ball, Vice Chair – excused

George Bedford

Tom Davidson

Henry Gallina

DeWayne Holmdahl

Carol Newsome

Sue Schuyler – excused

Clay Turner

Naishadh Buch – excused

Mary Day – absent

Felix Hernandez – excused

Tina Mercer – excused

Cecilia Ramos – excused

Rob Traylor – excused

ASSOCIATE MEMBERS:

Chelsea Cochran

Gilda Cordova – excused

Mary Hawes – absent

STAFF:

Teresa Gallavan, Economic Development Director/ Assistant City Manager

Lucille T. Breese, Planning Manager – excused

Jasmine McGinty, Development Programs Specialist

ORAL COMMUNICATIONS

None.

PRESENTATIONS

Chair Hall presented the EDC Periodic Report for the months of January through June 2017. She explained what the report consisted of and along with Ms. Gallavan and Ms. McGinty, presented the report to the committee. Ms. McGinty gave an overview of the progress made on each of the five initiatives from the EDC Strategic Plan. Ms. Gallavan provided an update on recreation improvements, economic indicators and tax data, housing updates, and local job creation. There was a general discussion about housing development in the City of Lompoc. There were concerns raised about housing development delays in the city and the EDC inquired about what they could do to assist projects through the development process.

Ms. Gallavan discussed the idea of implementing a new business help desk that will hopefully assist in giving Lompoc a more business friendly attitude. She also addressed the multitude of questions and concerns that arose from the EDC about development in the City of Lompoc. Member Newsome and Member Davidson headed a general discussion about development in the City of Buellton. There was also a general discussion about the zoning ordinance update and the allowance of food in the industrial zones of Lompoc.

STAFF COMMENTS:

- **Recent Development Activity**

Ms. Gallavan reported on the following development activity – housing projects and developments including River Terrace, Summit View Homes, Burton Ranch, and Bailey Avenue corridor. She opened up the discussion of development activity to the larger committee and answered any questions regarding recent developments. She noted that projects still moving forward included Starbucks, 805 Chophouse, Blenders in the Grass, El Pollo Ranchero, Hangar 7, and a new sushi restaurant in the former Dragon Palace location.

AGENDA ITEMS:

A. Approval of Minutes – June 1, 2017.

MOTION: It was moved by Member Bedford and seconded by Member Davidson that the June 1, 2017 minutes were approved.

VOTE: The motion was passed on a unanimous voice vote.

B. Vision Statement – adopted October 3, 2014

“Our Vision statement is to develop a strong positive image which attracts and retains business and visitors and residents that achieves economic vitality in the Lompoc Valley.”

Chair Hall acknowledged the Vision Statement.

C. Strategic Plan Document Sub Group Reports:

- **Broadband Connectivity Support Group**
Members: Hall, Cochran, Traylor

Member Cochran announced there would be a broadband specific meeting hosted by the Economic Vitality Forum at the Lompoc Chamber of Commerce. She noted that it will be on Tuesday, August 8 at 2 pm in Lompoc with stakeholders from Lompoc and possibly Vandenberg. She added there will be further update at the next meeting.

- **Explore and Expand Funding Opportunities**
Members: Cochran, Hawes

Ms. Gallavan opened this item for discussion as to where the EDC would like to go with this particular initiative. Member Cochran asked what some of the goals of this initiative were and if it was to identify projects and funding for such projects. Ms. Gallavan added that at the staff level, they were working towards looking and applying for grants and she asked the EDC if they would like to further explore this initiative at the volunteer level or if they would rather focus their efforts on other initiatives. Member Cochran noted if the goals of this subcommittee were to find funding for specific projects, then she suggested that could be a task of the particular subcommittee planning the project. It was motioned by Member Cochran and seconded by Member Bedford to

remove this initiative from the list of five priorities of the EDC. Ms. McGinty noted to remove this initiative from future agendas.

- **Marketing and Added Capacity**

- 1) **Identify Possible Committee Members:**

**Santa Ynez Band of Chumash, Vandenberg Air Force Base,
LUSD, Federal Correctional Institution**

Members: Cordova

None.

- 2) **EVA**

Members: Hall, Newsome, Ramos, Traylor, Cochran

Chair Hall announced the annual EVA was given to Solvang Brewery at the annual Chamber dinner in July. She also announced the next winners of the EVA for quarter three of 2017 which included Pizza Garden, The Beach, and Cal Deals Furniture.

- 3) **Lompoc Record Column**

Members: Ramos, Hall, Ball

Chair Hall stated the Lompoc Record articles were continuing to run. On Sunday, August 6th, she stated that Member Ramos submitted an article about education in Lompoc. She noted the next article will highlight the EVA winner for the month of July.

- 4) **Festival Subcommittee**

Members: Hawes, Newsome, Ball

None.

- 5) **Old Town Market and Events**

Members: Hall, Cochran, Newsome

Member Cochran stated the Old Town Summer Market has been successful thus far and there has been overwhelming positive feedback from both the vendors and the community about the extension of the market to 8 p.m. She stated that this week's market will highlight the City of Lompoc and overall the markets have been going well. She added the Farmer's Market is a year round event. There was a general discussion amongst the EDC about the success of the Old Town Market over the years. Member Turner asked vendors getting turned away and how to best accommodate that. Member Cochran stated she has kept in contact with vendors that had to be turned away due to limited space available, and that she has offered them different events until a solution is found to accommodate additional vendors.

- 6) **Economic Development Website/ Social Media**

None.

- 7) **Economic Vitality Forum**

Members: Ball, Cochran

Ms. McGinty noted there will be a subcommittee invite circling sometime in August, so to keep an eye out for that to continue the forum planning.

- **Improve Business Environment**
 - 1) **Local education initiative: Education Summit**
 - 2) **Promotion of local existing businesses, foster retention and expansion**
 - 3) **El Camino Community Center (Member Servin)**
 - 4) **Zoning Ordinance Liaison (Member Davidson)**

Members: Hernandez, Hawes, Gallina, Cochran, Traylor

Member Cochran stated there will be a career panel on September 7th at the Allan Hancock College Lompoc Valley Center. She noted the event organizer is looking for volunteers from different industries to serve on the panel. She forwarded the contact information and encouraged EDC to sign up to speak on the panel if able. Member Gallina added the subcommittee for the Education Summit is working on the program and invitation list for the event. It will be held on September 13th at the Dick DeWees Community and Senior Center.

Member Davidson gave a brief update on the zoning ordinance updates and stated that the consultant met with various wineries to discuss food allowance in industrial areas.

- **Improve Physical and Perceived Image**
 - 1) **Obtain general understanding of partners**
 - 2) **Promote existing beautification events**
 - 3) **Promote Façade Improvement Program**
 - 4) **Oversight Parks and Recreation Liaison**
 - 5) **Beautification Commission Liaison**

Members: Hawes, Ball, Newsome, Buch, Cochran, Hernandez

Member Cochran informed the EDC she had signed up to be the beach captain at a beach cleanup event of September 16th where the home beach was Jalama. She noted they will be looking for volunteers to help with the beach cleanup effort. Member Bedford asked about what the Beautification Commission in Lompoc does. Member Gallavan explained how this subcommittee came to be of importance to the initiatives of the EDC.

D. Committee Business

1. Review and Approve Amended 2017 EDC Calendar

Chair Hall introduced the amended calendar for the Executive EDC committee. She noted, if approved, the executive committee would meet at 5:30 right before the larger committee meetings. It was motioned by Member Ball and seconded by Member Newsome to approve the amended 2017 EDC calendar. The voted was followed by an unanimous vote voice.

ORAL COMMUNICATIONS

Member Cochran announced there would be a Chamber mixer on August 10th at the Comprehensive Care Center. She also stated on August 17th, the Chamber luncheon will host

Assemblyman Cunningham at the Embassy Suites.

STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS

Ms. Gallavan stated the 2017-19 budget discussion will continue at the August 15th City Council Meeting and staff anticipates an extension of the budget. In addition, City Council discussed and took public comments about marijuana cultivation and distribution in the City of Lompoc at the August 1st Council meeting. The discussion will continue at a special meeting on August 29th. Ms. Gallavan also staff they received an application for the west side of the Dick DeWees Center for a community health center.

WRITTEN COMMUNICATIONS – None

ADJOURN – Chair Hall adjourned the meeting at 8:08 p.m.